

VOLUNTEERING WA



2021-22

ANNUAL REPORT



volunteering^{WA}

Volunteering WA acknowledges the Traditional Owners of Country throughout Western Australia and recognise their continuing connection to land, waters and community. We pay our respects to them and their cultures, and to Elders both past and present.

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CHAIR REPORT

David Morrison

Volunteering WA continues to strive towards its vision for a society in which everyone is inspired to make a difference. We are pleased to report a successful and extremely productive 2021-22 year with collaboration from our 750 valued members, allowing us to support many sectors and regions.

We work in partnership with government, community, corporate and educational organisations to provide leadership, advancement and promotion of volunteering to achieve the greatest impact for Western Australia.

AS THE PEAK BODY FOR volunteering in Western Australia, Volunteering WA is committed to our purpose of empowering people and communities to enrich WA.

Creating strong partnerships and collaborations is vital to realising our goals, and we worked diligently with volunteers, organisations, community, business, education, and government agencies to strengthen volunteering and achieve maximum impact.

We are pleased to report an extremely productive 2021-22 year, that saw our teams support volunteering across the State. Our continued investment in sector support services, training for managers to strengthen volunteering programs, technology infrastructure (volunteer recruitment and management software), and corporate volunteering programs were key priorities to develop and enhance capabilities within the sector.

New directors were welcomed to the Board during the year, bringing

a wealth of experience and sector knowledge. Our staff numbers increased this year due to new programs and services, and our thanks go to each and every one of them for their hard work and dedication, the results of which are evident in this report.

Whilst the decline in formal volunteering continues to impact volunteer involving organisations and requires urgent attention, we recognise the opportunities presented to shift towards informal, virtual and micro-volunteering. Throughout the 2021-22 Annual Report you will see how Volunteering WA supported our members and the sector, with the creation of new programs, delivery of volunteering resources, increased advocacy, and research projects to shape the future of volunteering.

The Volunteering WA team has shown extraordinary adaptability in the face of ever-changing circumstances, and I am very proud of our achievements this year.

I thank our valued members, volunteers, and partners across the State that have helped us shape and deliver our priorities. I would also like to acknowledge and thank our dedicated employees and my fellow Board Members for their commitment and passion.

David

David Morrison
Chair, Volunteering WA



CEO REPORT

Tina Williams

VOLUNTEERING CONTRIBUTES

considerable value to the social, economic, and cultural fabric of our society. Contrary to expectations, volunteering rates have not returned to pre-COVID levels and have continued to fall in Australia. This trend is due to several factors that directly impact the way people volunteer and we recognise that new opportunities need to fit lifestyles of when, where, and how volunteering happens. In Western Australia we have seen a steady decline over several years which was exacerbated by COVID-19.

Our role as peak body is to empower people and communities to enrich Western Australia and we work closely with our members to understand what volunteering in 2022 and beyond looks like, and how we can be responsive and adaptive to changing circumstances.

We recently launched our new three-year Strategic Plan, which focuses on the needs of our members. Through three key priority areas ENGAGE, LEAD and ADVANCE and a focus on stakeholder engagement and capacity building, we will prepare to confront the challenges and embrace the opportunities we face in the sector.

This past year we have focused on diversity and inclusion, forming advisory committees to help bridge the volunteering gaps that exist. We increased our efforts to reverse the decline in volunteering by reaching out to under-utilised volunteer resources and led a

successful campaign targeting young volunteers.

A change in government portfolios saw us farewell the Hon Reece Whitby MLA and welcome the new Minister for Volunteering, the Hon Stephen Dawson MLC. We thank them both for their contributions through the Volunteering Community Reference Group, where we represent the sector and have a direct voice to Government, driving policy and highlighting the social and economic contributions of the volunteering sector, advocating for increased funding and recognition, and reducing red tape for volunteer involving organisations.

The strong collaborations we have with key stakeholders including state and federal governments, corporate and community partners, committees and networks enable us to achieve our goals to successfully support the volunteering sector. These relationships are highly valued and appreciated.

Our team, with the support of our strategic board, has worked tirelessly to support volunteer involving organisations reimagine their volunteer programs to respond to new ways of volunteering, facilitate corporate-community partnerships through team and skilled volunteering, share the latest in volunteer management training and resources and provide new state-of-the-art IT systems to empower

volunteer involving organisations and improve services to the sector.

We are equipping ourselves to face the big issues head on and providing our key stakeholders with the vital tools, support and knowledge needed to achieve the best outcomes. With the spirit of volunteering and community deeply embedded in our values, the Volunteering WA team has worked exceptionally hard to deliver programs and services to help our WA communities thrive throughout 21-22. I express my sincere thanks for all the incredible work our team has delivered to support our sector.

I am really looking forward to an enjoyable and rewarding year working with all of you.

Happy volunteering,

Tina

Tina Williams
CEO, Volunteering WA





2022-25 STRATEGIC PRIORITIES

Volunteering WA empowers people and communities to enrich Western Australia through engaging, leading and advancing volunteering across the state.

Volunteering WA proudly represents thousands of organisations who utilise volunteers, 750 member organisations and over 523,000 volunteers throughout WA.



VISION

A society in which everyone is inspired to make a difference



ENGAGE

CONNECT

COMMUNICATE

CELEBRATE

Promote volunteering and foster opportunities for participation and partnerships.



LEAD

RESEARCH

POLICY

ADVOCACY

Unearth the latest trends in volunteering, and champion the needs and interests of the sector.



ADVANCE

TRAINING

ADVICE

SUPPORT

Support people and organisations to strengthen volunteering.

OUR ENABLERS

PEOPLE AND CULTURE

Volunteering WA is committed to being an Employer of Choice, attracting and retaining a talented, dedicated workforce. Results from a recent staff survey overwhelmingly indicate a healthy, inclusive and friendly workplace culture. Employees value the camaraderie, work-life balance and focus on wellbeing provided at Volunteering WA. Volunteering WA met its commitment to spend 2% of salaries on external professional development. Due to program growth and new services, there has been a 26% net increase in FTE this year.

BOARD MEMBERS

David Morrison

Chair | CEO & Managing Director, NeonLogic

Linda Gimondo

Deputy Chair | Manager Corporate Affairs, Pilbara Minerals

Jason Clifton

*Treasurer *until February 2022*

Libby Hewton

*Treasurer (Co-opted) *From February 2022
Vice President Treasury & Insurance, Woodside*

Justine Colyer

Board Member | CEO, Rise

Karess Dias

*Board Member (Youth Director) | Solicitor,
State Solicitor's Office*

Belinda Salvoni

*Board Member | Place Manager, City of Bayswater
(resigned July 2022)*

Pat Scally

Board Member | IT and Business Executive

Craig Spencer

*Board Member | Regional Manager,
St John Ambulance Service*

Vivian Molan

*Board Member (Co-opted) | Senior Executive,
WA Public Sector*

Emeritus Professor Gary Martin

*Board Member (Co-opted) | CEO, Australian Institute
of Management WA*

Anthony Friday

(Board Member) – resigned October 2021

Dr Megan Paull

(Board Member) – resigned October 2021

A heartfelt thank you to Glenda Gallacher, Maurene Palmer, and Rosemary Van – our volunteers who provide constant sparks of joy, wisdom and support; and to our Life Members Jennie Loveridge, Sallie Davies, Jan Knight and Keith Edwards for your dedication and ongoing support.

Thank you to our volunteers from UWA Guild Volunteering for their support at our State Conference and being invaluable ambassadors for volunteering: Marcus Lim, Meizhu Chen and Josef Czeschka Rojas.





Volunteering WA achieves its goals through a dedicated, professional workforce, highly effective board and excellent business operations.

Tina Williams, Chief Executive Officer

ENGAGE

Traci Gamblin
Executive Manager Engagement

Cecily Clay
Manager Corporate Volunteering

Holly Hazel
Manager Marketing and Communications

Catherine Kelly
Corporate Events Coordinator

Stephanie Jacobs
Corporate Events Coordinator

Gloria Jacob
Regional Community Engagement Coordinator

Kelly Nunn
Regional Community Engagement Coordinator

Tiffany Hiew
Corporate Events Coordinator / Marketing Coordinator

LEAD

Meredith Blais
Senior Policy Advisor

BUSINESS OPERATIONS

Andrea Cole
Executive Manager Finance/HR

Tara Doyle
Executive Manager Business Operations

Alana Cox
Executive Assistant

Robert Solomon
Manager IT Services

Donnelle Curnow
Assistant Accountant

Felicity Smith
Customer Support Coordinator

Rhiana Robbins-Beattie
Services Support Officer

Caitlin Van Hagt
Administration Officer

ADVANCE

Jen Wyness
Executive Manager Sector Services

Melanie Baker
Manager Volunteer Management Activity

Louise Giles
Manager Training and Development

Jane Mason
Manager of Member Services

Clare MacNish *from May 2022*
Antonia Taylor *until May 2022*
Manager UWA Guild Volunteering

Tanya Richardson
Hub Coordinator (Wheatbelt)

Amy Johnson
Youth Volunteering Project Coordinator / Corporate Events Coordinator

Simon Order
Volunteer Management Activity Coordinator

SPECIAL PROJECTS (Contractors and Consultants)

Emily Lees *Consultancy Projects*

Laura Koh *Emergency Volunteering Project Consultant*

Annie Withrow *Convenor VMA Council*

Michelle Lekhoathy | Elisabeth Bremmer | Michaela Lawrence *Residential Aged Care Facilities - Project Officers*

Nazreen Macri *Volunteering WA State Conference (contract)*

ENGAGING, LEADING AND ADVANCING VOLUNTEERING



VOLUNTEERING WA STATE CONFERENCE 2021

In November 2021, we brought our sector together for the Volunteering WA State Conference, where we hosted 201 delegates for a 2-day forum to discuss volunteer management best-practice, brainstorm ways to reduce barriers to volunteering and increase portability, and share valuable insights that will feed directly into our volunteering strategy over the next few years. The presentations, conversations and discussions had throughout the event were so insightful and will continue



201
DELEGATES



50
SPEAKERS



41
SESSIONS

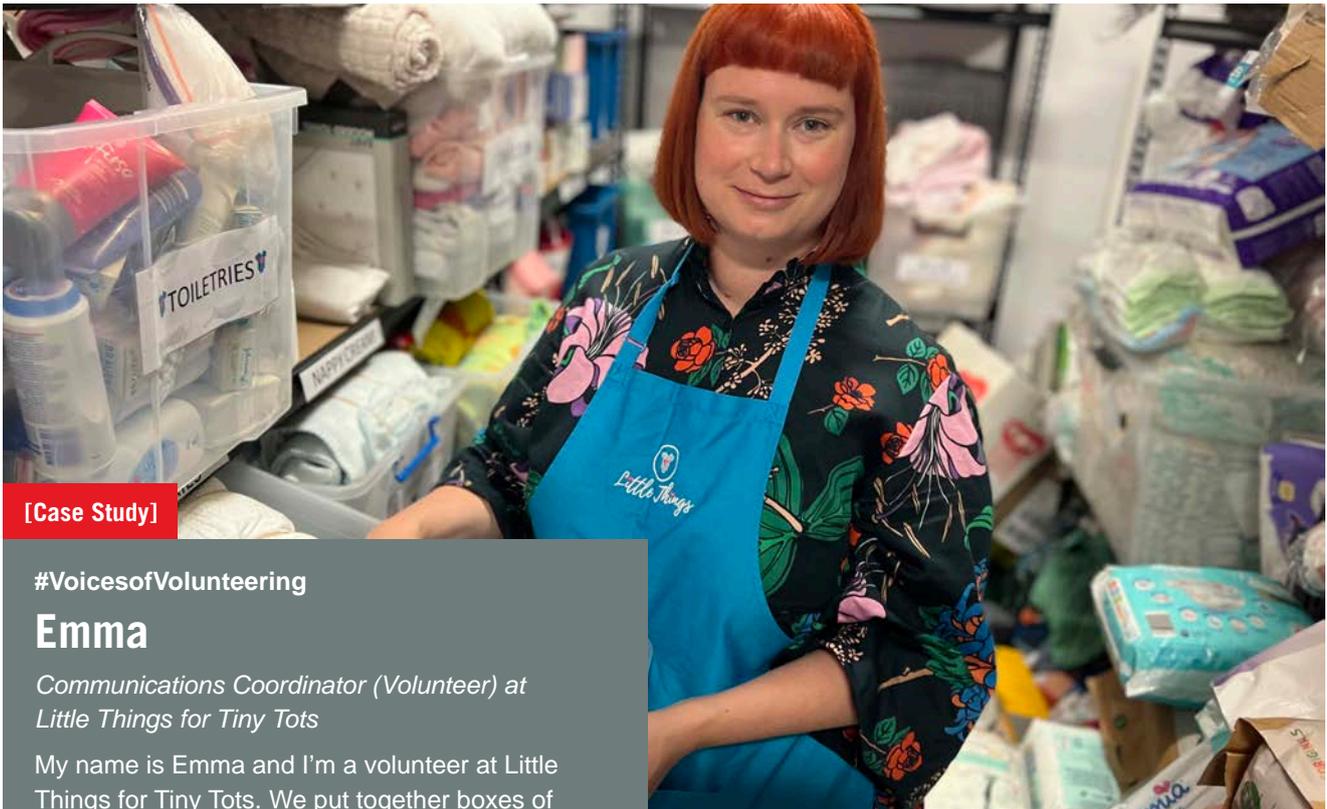
to inform the volunteering strategies and programs for each organisation that attended. We are so privileged to work with so many incredible volunteer leaders and community organisations, and the ideas collected will shape the next phase of volunteering in Western Australia.

Thank you to our Platinum Sponsor Woodside Energy, and our event sponsors RAC, Beyond Bank, Lotterywest, Lush – The Content Agency, Business Events Perth, and PAV.



The Volunteering WA State Conference was an awesome opportunity to meet other volunteers that share the same challenges. I made some really interesting connections with organisations that I would not have anticipated, and I am looking forward to how we can all help support each other and how we can share our experience and expertise.”

MARGIE OLDFIELD / TeamConnect WA



[Case Study]

#VoicesofVolunteering

Emma

Communications Coordinator (Volunteer) at Little Things for Tiny Tots

My name is Emma and I'm a volunteer at Little Things for Tiny Tots. We put together boxes of new-born and post-partum essentials for WA families in need, because we believe that every baby born should have access to the support, care, and the essentials they need to grow and thrive.

As a 100% volunteer-run organisation, Little Things for Tiny Tots would simply cease to exist without our amazing volunteers who join us twice a month to sort through donations and pack boxes.

I joined Little Things for Tiny Tots when my daughter was still a toddler. Despite having an amazing support network, a roof over my head, and a steady income stream which allowed me to buy anything I need to look after my child, I still found motherhood to be incredibly difficult, far harder than I could ever imagine when I was pregnant and that got me thinking about how much harder it must be for families who have to choose between buying maternity pads or nappies for their new-born child and I wanted to give back and that's when I discovered Little Things for Tiny Tots and it's such a pleasure to be affiliated with an organisation that does so much good in the West Australian community.

To anyone considering starting their volunteering journey, I encourage you to go for it. There are so many amazing volunteer run organisations in Western Australia who desperately need your help and you can make a real difference to the lives of the people in our community by giving back.





ENGAGE

Connect | Communicate | Celebrate

Promote volunteering and foster opportunities for participation and partnerships

Volunteering WA's engagement work prioritises connecting through collaborations and partnerships to grow and support volunteering, communicating to raise the profile of Volunteering WA and the sector, and celebrating volunteering to amplify the voice of volunteers and their generous contributions.

Our marketing and media campaigns focus on reaching new audiences with targeted messaging to reverse the downward trend in volunteering.

Our corporate volunteering area aims to increase the capacity of volunteer involving organisations through engaged corporate volunteers wanting to make a difference in the community.

Promotion of Volunteering

The 2021-22 year was extremely productive across all our engagement activities. We delivered another incredible International Volunteer Day Garden Party for 514 attendees in the stunning gardens of Government House and coordinated the 2-day annual Volunteering WA State Conference which was attended by 201 volunteer managers and coordinators.

Due to the uncertainty around the pandemic and an expected 'peak' to coincide with the annual WA Volunteer of the Year Awards, we made the tough decision to postpone the Awards for the 2022 year. In lieu of the Awards we were able to prioritise communications and digital engagement activities to promote volunteering in a bid to increase participation within the sector. This saw Volunteering WA launch our first ever advertising agency campaign, thanks to support from Lotterywest. We engaged a mix of content, video and media agencies - Lush The Content Agency, Glide Agency and Media Stables - who won us over

with a creative pitch that was almost the complete opposite to anything we [the volunteer sector] had ever done before to market volunteering.

From there, *VWA Volunteer Society* was born – an advertising campaign that used contemporary imagery, messaging, and distribution channels (Spotify, TikTok, Instagram, YouTube) that challenged our thinking - and even scared us a little. The campaign was a huge success and got people talking and, importantly, more young people volunteering.

This initial run of advertising lasted four months and promoted more than 300 volunteering positions from our members. We will continue to use VWA Society content and stories to inform our ongoing activities to reach younger cohorts...watch this space.

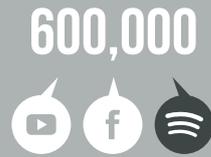
We significantly increased our media activities with more than 45 print and broadcast pieces published to promote the volunteer sector across The West Australian, Business News, YouthJam, Western Independent, ABC News, Radio 6PR, ABC Radio Regional, and Perth Now.



Volunteering WA launched our first ever digital advertising campaign to promote volunteering with more than **600,000 people seeing the volunteering ads across Facebook, YouTube and Spotify.**



Volunteering promoted to 354,676 people through social media platforms



VWA Volunteer Society advertising campaign = 600,000 views on Facebook and YouTube; and over 100,000 listens to our ads on Spotify!



436 pieces of content created and published to promote volunteer activities and resources for volunteer managers



15,028

15,028 social media followers (17% increase)



45 published print and radio pieces



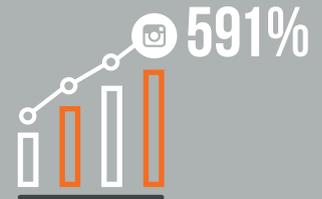
75,800 users visited the Volunteering WA website to search volunteer experiences, download resources, access grants and stay updated with sector news



170 volunteers, managers and organisations featured across our communication channels



352 ++ people shared our content on social media



591% increase in Instagram reach



514

volunteers joined us in the stunning gardens of Government House for the 2021 International Volunteer Day Garden party.



team days



1,921 employees from
10 corporate partners ...
... who volunteered 9,447 hours!
at 65 Volunteering WA member
organisations



Corporate Volunteering: bringing businesses and communities together

From one-off team days to longer term projects, some of WA's largest businesses are making a world of difference to the community through their employee volunteering programs. Volunteering WA is delighted to be facilitating these connections throughout the year. We scoped, organised and facilitated meaningful, impactful volunteering activities, and fostered lasting relationships between the corporate and community sectors.

The first half of the financial year

saw the corporate volunteering program smashing employee volunteering engagement records with increased participation across our long-term corporate partners and the successful delivery of our new corporate partnership programs. When WA opened borders in March, the program slowed significantly as Western Australians adjusted to COVID-19 circulating in the community. We took the opportunity to conduct a thorough WHS review to ensure our flagship corporate

volunteering program operates to the highest standard, and WHS legislative requirements.

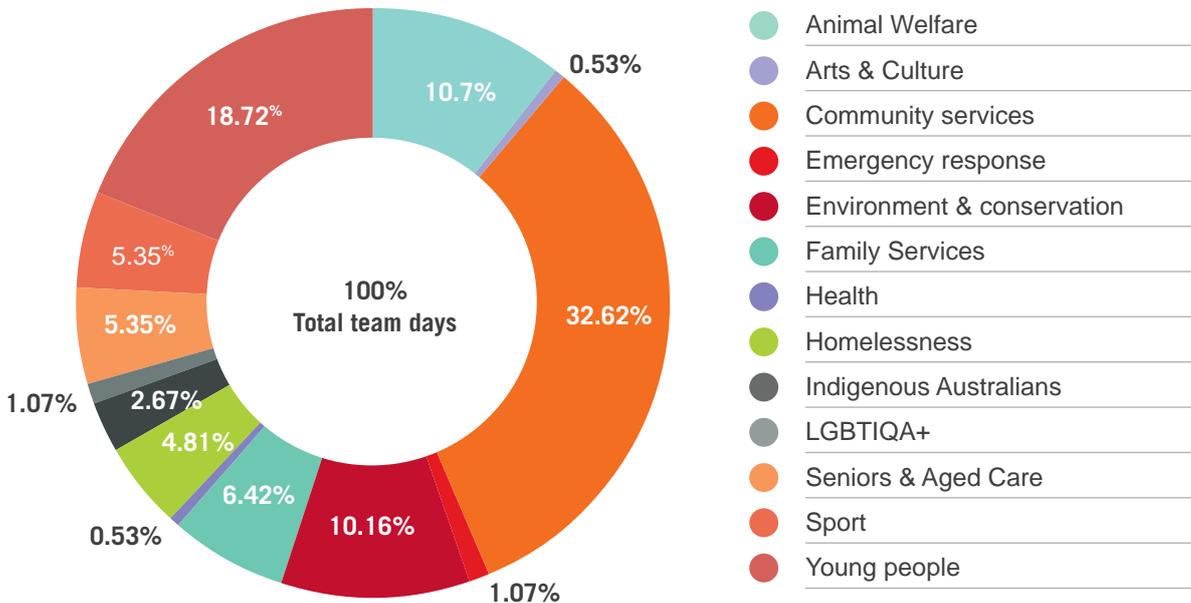
This year we were delighted to welcome 40 new volunteer involving organisations into the corporate volunteering program that benefited from the extra hands of our corporate volunteer teams and knowledge of our individual skills-based volunteers.

Our Corporate Volunteering program continues to be the leading program in Australia and was featured in an international study on corporate volunteering.

Our goal for the coming year is to increase the number of community organisations that benefit from the corporate volunteering program, including with skills-based projects. We will continuously improve our operations to ensure volunteers and organisations get the most out of their participation.



Services areas supported by team-based corporate volunteering | % of total



Reported Benefits of Corporate Volunteering

Volunteering has improved my ...



94% would recommend volunteering to a colleague!

CORPORATE VOLUNTEERING PARTNERS





“

Seeing the faces of the GRGWA staff when we finished the yard work. I love a beaming smile!”

*BHP Corporate Volunteer
(at Grandparents Rearing
Grandchildren)*



“

Corporate Volunteer Teams make a massive impact into assisting the day-to-day challenges we are faced with at Dismantle. Processing the large donations of bicycles and keeping on top of our parts. This allows our team to focus on the young people that we support”.

Volunteer Coordinator at Dismantle



LEAD

Research | Policy | Advocacy

Unearth the latest trends in volunteering, and champion the needs and interests of the sector

Volunteering WA's lead work involves activating and sharing the latest in volunteering research and activities and influencing decision makers to implement policies that advance volunteering.

Research

Volunteering WA is recognised for its strong capacity in volunteering research, at a national and international level. Our Research Committee is highly engaged and committed to sharing volunteering research and build research capability. The Committee hosted a session at the 2021 State Conference on engaging volunteering researchers, with a practical look at pitfalls to avoid and examples of the benefits that can be achieved.

Volunteering WA's board approved a Volunteering Research Grant Program with the support and guidance from our Research Committee.

The objectives for the program are to:

- Facilitate connections between researchers, Volunteering WA and its members
- Enable Volunteering WA to find answers to pertinent research questions
- Facilitate student and early career researchers to engage with Volunteering WA and member organisations
- Grow Western Australia's capacity for volunteering research.

Two separate research projects were funded, with ECU and Curtin University as lead researchers, to investigate the impact of COVID-19 on university student volunteering. Results will be published and shared in 2022-23.



In addition, we completed the Volunteering in Aged Care settings project, funded by Lotterywest, and with research leadership from Murdoch University. This provided insights and guides to support good volunteering practice in both residential aged care and community visitor settings.

A sound evidence base about volunteering participation and motivation is essential to understanding the broader societal trends that are impacting on the sector.

ABS data released this year highlighted the continued decline in volunteering in WA in both formal (25.6% over 15 years, 523,600

people) and informal (30.0% over 15 years, 614,100 people) volunteering. This trend, which emerged before the pandemic, is consistent nationally and driven by people feeling more time poor and looking for fewer volunteering roles with less ongoing commitment. COVID-19 dramatically and adversely accelerated the impact, with significant loss of further volunteering capacity and a very slow recovery of the sector.

For the first time, it was good to see new data from the ABS that showed that people with a disability, different sexual orientations and people with long term health conditions volunteer

at a similar rate to the general population. The volunteering sector's focus on inclusion has yielded positive outcomes and while more needs to be done to remove barriers to participation, these are very encouraging results.

We are working closely with ABS to advocate for continued data on volunteering to inform the sector's programs and directions.

Volunteering WA will interrogate the research base underpinning the National Strategy for Volunteering to develop a summary of WA-based insights, trends and advocacy priorities.



Volunteers can provide crucial companionship in aged care

TINA WILLIAMS



As the community starts to reconnect after a very challenging two years, it is vital that we draw attention to an essential service urgently needed by those living in aged care: companionship.

Volunteers have been providing this vital social support for many years, but COVID-19 changed the volunteer landscape virtually overnight, with an estimated 64 per cent of West Australian volunteers being stood down when the pandemic hit.

While things are slowly improving, unfortunately the WA community is still reeling from this huge shock to the volunteering ecosystem and it will take some time to recover. There has been helpful media coverage highlighting COVID-19's disruption to essential community services,

which have been severely impacted these past two years. However, there needs to be more attention drawn to the emotional support needs of the approximately 24,000 West Australians in aged-care facilities, many of which will go unmet without urgent action.

Even prior to COVID, aged-care experts indicated that only 40 per cent of aged-care residents received visitors the preceding year.

Consequently, many residents are experiencing social isolation and loneliness without the company of visitors.

This is heartbreaking, and we must do better as a community. As the peak body for volunteering in WA with the purpose of empowering people and communities to enrich WA, we have launched a campaign with our nationwide counterparts to recruit new aged-care social support volunteers, and to welcome back those who have been on hiatus during COVID. It is ambitious, but the need is

urgent, first to reverse the decline in volunteering, and then to reduce social isolation and loneliness in our older Australians. This program tackles both issues.

Eighty-three per cent of aged-care facilities use the services of volunteers.

Volunteers are recognised as a vital part of the aged-care workforce providing the care, companionship and social support that is essential to the wellbeing of older people.

The campaign aims to boost volunteer numbers, increase visits, and lessen isolation for senior Australians.

Volunteer companions who visit residential aged-care facilities foster social and emotional connection, and have an incredible impact on the physical and emotional wellbeing of some of the most vulnerable in our community.

These volunteers may come in and play music, teach yoga, facilitate activities and games, discuss shared passions for books or travel, or share their

life experiences. Conversation and connection are incredibly important to all Australians, but especially to those whose circle of friends and family might be gradually diminishing.

Bankwest's Curtin Economic Centre's 2021 Stronger Together report showed that social connectedness has been deteriorating in every age group over the past decade, and this has only been exacerbated by the pandemic.

Many aged-care services responded swiftly during the height of restrictions to establish online friendship programs.

While this has been embraced by the community, the human need to feel connected is very strong, and modern technology is no match for face-to-face contact.

People of any age may experience feelings of loneliness in this so-called connected, digital age. The magical aspect of companionship is that it is truly reciprocal.

Volunteering is truly reciprocal. In fact, volunteers often say that the balance of rewards tips very much in their favour.

Social connectedness can be achieved for the volunteer just as much as the aged-care resident.

Interestingly, surveys conducted during the early stages of COVID-19 confirmed that volunteers had a higher level of life satisfaction prior to COVID-19 than non-volunteers.

The impact of COVID-19 on life satisfaction and psychological distress varied by volunteering behaviour over the period, with those who managed to continue volunteering during COVID-19 faring much better.

Volunteering WA's vision is a society in which everyone is inspired to make a difference.

We hope the community will heed the urgent call to lend a hand of friendship to those in aged care in Western Australia.

**Tina Williams is
Volunteering WA CEO**

Policy and Advocacy

Volunteering WA continues to provide a voice for the sector on a range of matters to support positive volunteer experiences and promote volunteering.

Key areas where we made formal submissions included:

- emergency service preparation and response
- supporting people with a disability
- volunteering as a pathway to social and economic participation for First Nations peoples and people with a disability
- reviews of the Incorporated Associations Act 2015 and Equal Opportunity Act 1984.

In addition, significant resources were dedicated to support the safety of volunteers during the pandemic, including information on vaccination mandates and advocating for access

to PPE and testing resources.

We initiated an advocacy campaign to “Reduce the Burden”, highlighting the need to reduce the administrative and financial burden of volunteer screening in WA. This campaign will continue to be a focus in 2022-23 particularly with the growing awareness of the fall in volunteer rates and the challenges faced by volunteer programs struggling to recover from COVID-19.



National Volunteer Week Grants, supported by Lotterywest



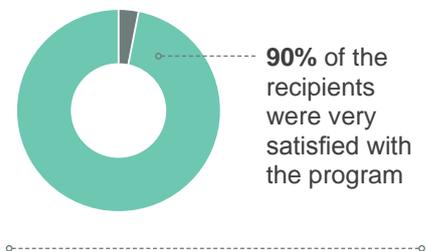
177 Western Australian volunteer organisations received grants to celebrate and recognise volunteering during **National Volunteer Week** (16 – 22 May 2022) thanks to Lotterywest.

NATIONAL VOLUNTEER WEEK VOLUNTEER CELEBRATION GRANTS 2022



It was the first time that Chung Wah Association took part in NVW. Celebrating National Volunteer Week, we were able to show Chung Wah Volunteers that we are part of the wider community and also a member of Volunteering WA. Chung Wah volunteers also learned that contributing and providing services to the wider community has been Chung Wah Association's important purpose."

Chung Wah Association





ADVANCE

Training | Advice | Support

Support people and organisations to strengthen volunteering

We proudly advocate for thousands of organisations and community groups who involve volunteers and have more than 750 members and affiliates.

Volunteering WA supports people and organisations to strengthen volunteering, and builds the capacity and sustainability of volunteer involving organisations through: tailored training, courses and support for new and experienced volunteer managers; annual conferences, forums, and network meetings; dedicated member services; development of resources and fact sheets; and fee-for-service consultancy projects.

Membership

We are delighted to welcome more than 50 new members in 21/22 during a time when the sector was significantly impacted by COVID-19 and financial pressures. During the year, one-to-one catch ups with members were introduced, which provided valuable feedback to Volunteering WA on the challenges and opportunities faced in managing volunteer programs and the sector as a whole.

Members were able to attend a range of professional workshops, courses, events and consultancy services; access to the corporate volunteering program; and join the Volunteer Managers Network, meeting monthly to network, learn from experts, and share insights.

Most importantly, members added weight to advocacy efforts and had a direct voice to government through Volunteering WA's presence on government committees.

2022-23 will focus on improving engagement, delivering membership value, targeted growth and process efficiencies through our new Membership Strategy. A key enabler will be the development and implementation of a new member database and CRM system.

Volunteering WA has affiliates across Western Australia who use our national volunteer recruitment platform, VIKTOR, helping to engage the volunteering ecosystem across metro, rural and regional WA.



88.5% overall membership retention rate



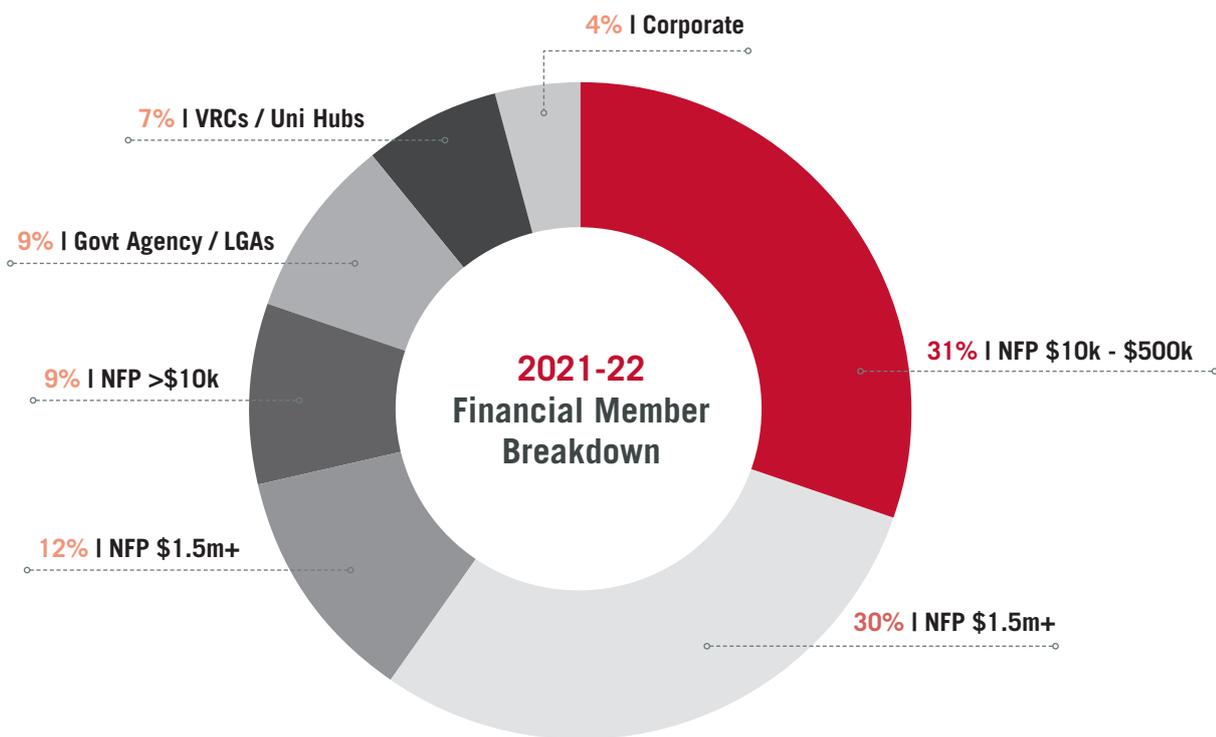
4.4% growth in membership

758

Volunteering WA Members



71% of members surveyed indicated that they valued membership to Volunteering WA because "it shows our commitment to volunteering."



Our partnership with Volunteering WA is crucial. We thrive on having an active and involved partnership and love to exchange information and share knowledge in order to continue to provide intergenerational volunteering opportunities to assist both primary and secondary students who might otherwise struggle.”
**CEO of EdConnect Australia
 Gerri Clay**



As you can imagine, with such a small yet dynamic team, we are so grateful for the support and benefits we receive as a member of Volunteering WA. In the past, we have had documents reviewed to ensure compliance and governance, workplace planning review, as well as CRM Analysis. The value-add as a member has been far above our annual fee!

“Volunteering WA and their amazing staff under their leadership, provide services and support to ensure their members feel valued, heard and educated”.

Katie Brown, Chief Executive Officer, Awards WA

Training and Development

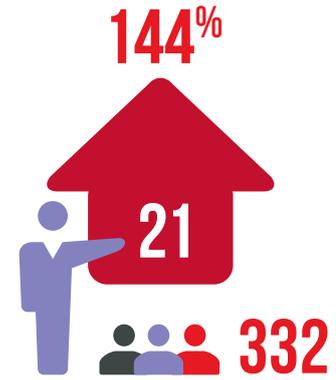
From the results of the 2021 training survey, Volunteering WA designed a training calendar which incorporated all identified topic areas of need for volunteer managers. To ensure this was successful, Volunteering WA's Training and Development Manager worked with a pool of external facilitators to address specific topics through online workshops and network meetings.

Workshop topics included: Volunteer Engagement Planning; Supervision and Mentoring; Connecting and Supporting Volunteers; Writing Effective Position Descriptions; Attracting and Retaining Young Volunteers; Cultural Awareness Training; Understanding Team Dynamics and Communication with

leaders; Writing Successful Grant Applications; National Standards for Volunteer Involvement; Growing Volunteering Through Social Media; Top Legal Topics for NFPs; Event and Fundraising Risk Management; and Designing Virtual Volunteering Programs.

This resulted in an increase in participants and volunteer involving organisations, leading to best practice, greater knowledge and expertise across volunteer management.

The goal for 2022-23 is to increase numbers further and develop a suite of education and training resources adaptable for both in-person and online learning – enabling us to advance the capacity of volunteer managers across metro, regional and rural Western Australia.



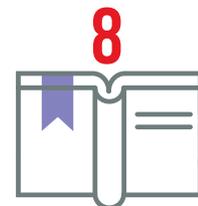
Delivered **21** workshops with **332** workshop participants – a **144%** increase compared to last year



Volunteering WA resources were downloaded **5,010** times!



Facilitated **9** Volunteer Manager Network Meetings



Created **8** new training course topics based on membership feedback, including social media training, LGBTQIA+ diversity, attracting and retaining young volunteers and volunteer engagement planning

Reducing the barriers to volunteering for priority groups

The Australian Government Department of Social Services' *Volunteer Management Activity (VMA)* is administered by the State and Territory volunteer peak bodies and funded from 2021-26. The first year continued similar levels of funding to volunteer resource centres whilst the reformed VMA model was adopted.

The aim of the reformed VMA is to build the capacity of volunteer involving organisations, primarily through online volunteer management services, and helping to break down barriers to volunteering for identified priority groups, including First Nations people, New Migrants, and People with Disabilities. To meet the requirements of the new framework Volunteering WA conducted an independent review. Recommendations were made for eligibility to be expanded into a project based strategy inviting submissions from a larger pool of volunteer-involving organisations for specific projects that aligned with the VMA objectives on an annual basis.

This review and subsequent grant process resulted in seven projects being funded for 2022-23 to support volunteering by the three priority groups.

Volunteering WA is pleased to partner with:

- Befriend Inc.
- Peel Volunteer Resource Centre

- Volunteer South West Inc
- Multicultural Services Centre of WA Inc
- Fair Game
- Teach Learn Grow
- Town Team Movement

Details of the funded projects are available on our website.

During 2021-22 Volunteering WA's VMA Program:

- provided direct support and resources to more than 331 organisations.
- hosted 15 different training sessions, making them completely free for volunteer managers to attend. Topics included volunteer engagement planning, volunteer position descriptions, and cultural awareness training.
- reviewed and provided

feedback on 460 volunteer position descriptions/adverts for organisations to help improve their volunteer recruitment and retention.

- Funded six VRCs to conduct an environmental scan (desktop research) to identify members and service providers working with priority groups, [available](#) resources and training materials and any gaps [that may exist](#) in their region.

2022-2023 will see national consistency in resources, training and support increasing between all volunteer peak bodies with some key projects getting underway in a range of quality online support options and a review of the *National Standards for Volunteer Involvement*.

Fact sheets, handbooks and downloads

Volunteering WA developed a number of topic-based fact sheets, resources and handbooks for volunteer involving organisations available for download on the Volunteering WA website.

Our different PDF resources were downloaded 5,010 times!

With the most popular resources being information on specific grant programs administered by Volunteering WA (including National Volunteer Week and VMA Project Grants); fact sheets on COVID-19 vaccine requirements for volunteers; rights and responsibilities of volunteers; tips for optimising virtual volunteering; and the Volunteering Aged Care Report.



Being a member of Volunteering WA helps boost the legitimacy of our cause. It's great to see the peak body of volunteering in WA gives us the ability to use their services.

"We have been able to advertise and recruit both new event hosts and skilled volunteers who have improved aspects of the group through the use of VIRA that links to the key volunteer advertising services. Recently, we had a highly skilled volunteer upgrade our website".

Rahul Smith, *Founder of Activate Mental Health*

BUSINESS OPERATIONS

2021-22 was a highly productive year for our Business Operations and Information Technology, with many accomplishments throughout the year.

Community recovery volunteering platform

Thanks to funding from the Department of Communities, Volunteering WA overhauled the emergency volunteering platform to enhance useability and functionality to improve both volunteer recruitment and management capabilities in times of emergency and community recovery. Prospective volunteers can now register to join a volunteer pool, and be activated or called upon when needed.

Volunteer advertising and recruitment

Volunteering WA successfully rolled out much-needed improvements to our volunteer recruitment platform, VIKTOR, whilst also developing a more nimble version, VIKTOR Lite. This improved volunteer position management system is now simpler and more streamlined and includes a new help and support section with documentation and tutorial videos

available for users. The upgraded platform and learning resources were funded by the Australian Government Department of Social Services.

The volunteer search widget – the display of listed volunteer adverts which prospective volunteers can view and search through – was also upgraded to improve display options, search results and security. The search directory widget is displayed on the Volunteering WA website; our affiliate sites yvolunteer and emergency.volunteer used nationally on by our State and Territory counterparts; on Volunteering Australia's govolunteer site, and by volunteer involving organisations and Volunteer Resource Centres across Australia.

INVOLVE Volunteer Management System

We are excited to announce our new volunteer management platform, INVOLVE, is nearing completion and will launch in early 2023. Built by

the sector, for the sector, INVOLVE is a fully featured platform that makes volunteer management easy. Manage your volunteers, your way - with everything from personalised onboarding checklists, scheduling, rostering, and tracking volunteer recognition and reimbursement, to setting up volunteer pools to meet your organisation's volunteer needs.

Volunteering WA was generously supported by the Woodside COVID-19 Community Fund to create the brand new volunteer management platform and replace the outdated software.

With thanks to funding support from the Australian Government Department of Social Services, a basic free level package is available for smaller organisations to manage their volunteers and deliver services.

This investment in volunteer management will improve accessibility to and quality of volunteer management products and services Australia wide.



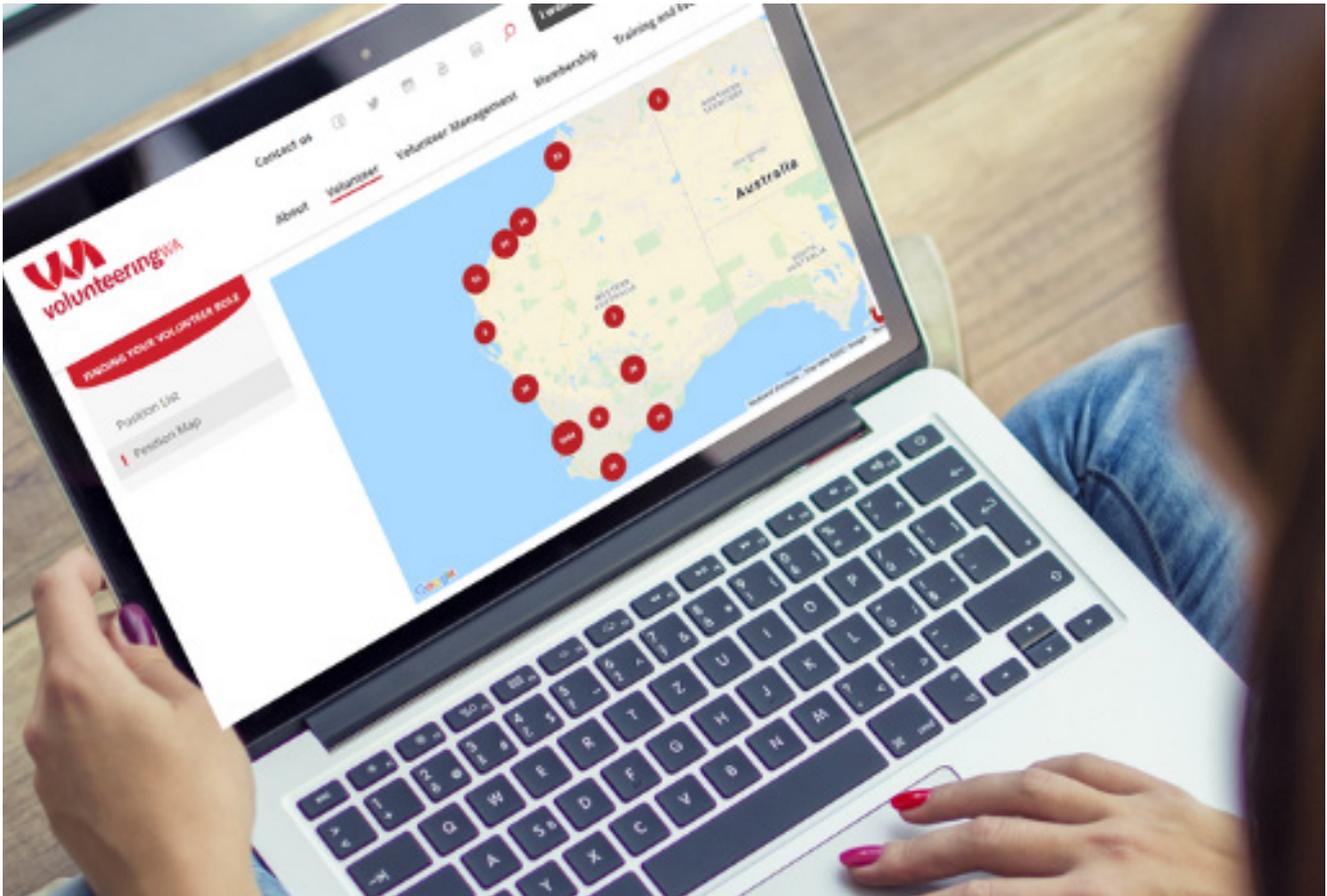
organisations advertised volunteer roles on the Volunteering WA website 2021-22 (7,415)



At any one time there are 2,450 volunteering roles advertising on our website



Number of volunteers registered on our national volunteer recruitment platform (938,501)



THANK YOU | Volunteering WA is proud to offer incredible volunteer management and recruitment technology to the sector alongside our development partner, Eduka. This partnership has spanned more than 14 years, and continues to evolve as we identify new offerings for the sector. Eduka is a web app agency with a strong presence in, and passion for, the volunteering sector in Australia.

Looking forward, Volunteering WA is committed to continuously improving its internal and external business systems and has embarked on a number of business improvements to support Volunteering WA's growing team and service provision.



INVOLVE



Our collaboration with Volunteering WA has been important in the development of the Ability Heroes project. We have been able to prioritise and - focus our volunteer recruitment efforts with the advice and support from staff at Volunteering WA. We have been able to access more potential volunteers, by taking advantage of the VIKTOR volunteer recruitment platform. This helps us keep our recruitment activities structured and our workflow simplified. We are able to build our volunteer capacity from the diverse all abilities community.”

Joe Hewber, *Ability Heroes*



“Volunteering WA is empowering people and communities to enrich Western Australia”



[Case Study]

#VoicesofVolunteering

Salome

Volunteer Secretary for the Kenya Australia Chamber of Commerce WA (KACCWA)

My name is Salome, and I work as a Marketing Administrator for the Kaleidoscope Initiative Program at the City of Stirling where I am charged with running monthly job readiness workshops for migrant women.

I volunteer my time as secretary for the Kenya Australia Chamber of Commerce WA (KACCWA) which seeks to strengthen the commercial relationship between Australia and Kenya. This has enabled me to connect with some amazing people while creating value for my country of birth. I have taken up other volunteering roles in the past; as a Fair-Trade Volunteer at an Oxfam

Shop, a Research Assistant for Action Research Centre and as a Kaleidoscope Volunteer which is how I ended up landing my current job.

Volunteering is especially important for migrants as it is our first introduction to the Australian work culture and the beginning of network building. You meet great people and get to learn valuable soft and technical skills. Through volunteering, I began to understand the importance of socialising which was one area I particularly struggled with. The experience allowed me to grow my social skills in a low-pressure environment. Volunteering in practice means you keep showing up even without the incentive of a pay-check because the networks you make and the skills you develop will ultimately help you land that dream job! There is also the added satisfaction of making a difference in people's lives.



Volunteering is especially important for migrants as it is our first introduction to the Australian work culture and the beginning of network building.”

NETWORKS

Volunteering WA connects diverse stakeholders in the volunteering ecosystem across metro, regional and rural Western Australia to facilitate conversation, connect thought leaders, and foster opportunities for participation and partnerships.

Government Partners

- Department of Communities
- Australian Government
Department of Social Services
- Lotterywest
- Department of Fire and
Emergency Services

Volunteering Community Reference Group

Chaired and convened by Volunteering WA and established under the direction of the Minister for Volunteering, the Volunteering Community Reference Group provides a direct voice on volunteering issues from the sector to government.

- Hon Stephen Dawson MLC,
Minister for Volunteering
- Craig Spencer, St. John
Ambulance (Chair)
- Tina Williams, Volunteering
WA (Convenor)
- Meredith Blais,
Volunteering WA
- Esme Bowen (volunteer)
- Maija Hildebrand, Vinnies WA
- Dan Minchin, Chorus
- Gemma Rapson, Woodside
- Kelly McManus, Western
Australian Local Government
Association (WALGA)
- Sue Fielding, Department of
Communities

Thank you to the Hon Reece Whitby MLA, Minister for Volunteering to December 2021.

Corporate Volunteer Council 21-22

The Corporate Volunteer Council brings together business leaders committed to workplace volunteering to share knowledge and inspire more volunteering in the corporate sector.

- Gemma Rapson (Chair),
Woodside
- Heidi Madden, Bankwest
- Katie Voss, Beyond Bank
- Renate Chen, Deloitte
- Carlie Jones, RAC
- Kristy Thomas, RAC
- Narelle Thomas, Rio Tinto
- Hannah Wells, Rio Tinto
- Danielle East, Woodside

Volunteer Leadership Network

An expanding group of senior level volunteer managers who provide mentoring and meet every six weeks to discuss leadership and strategic issues around volunteer management.

Volunteer Managers' Network

A forum for volunteer managers to gain and share knowledge, learn from peers, and discuss industry issues.

National Working Group (Volunteer Management Activity)

Volunteering WA's VMA Manager represents Western Australia at fortnightly national working group meetings to see the alignment of planning, activity and reporting between all volunteer peak bodies.

VMAC (Volunteer Management Activity Advisory Council)

A governing body of the new Volunteer Management Activity.

New Migrant Advisory Group

- Rika Asaoka (Advisory Chair)
- Janete Reos, Metropolitan
Migrant Resource Centre
- Ephraim Osaghee, Australia
Professional Bridge
- Lechun (Carol) Zhang,
Cockburn Chinese Community
Association
- Syed Muzaffar Ahmed, Ubuntu
Australia Inc
- Stuart Tomlinson, Multicultural
Futures
- Krishna Karangiya,
Kaleidoscope Community
Services-City of Stirling
- Lesley Lord, Communicare
- Melanie Baker, Volunteering WA

First Nations Cultural Consultant

Sharon Wood-Kenney, South West Kinships Cultural Immersions

Disability Advisory Group

- Eleanor Ingram (Advisory Chair)
- Melissa Northcott
- Gareth Goodway, Ability WA
- Kay Barnard, Youth Disability
Advisory Network
- Alana Kelly
- Maddie Nicholas
- Andrea Moss
- Ryan Honschooten
- Emma Ross
- Shazzy Tharby, People with
Disability WA
- Melanie Baker, Volunteering WA

Volunteer Resource Centres

There are 22 Volunteer Resource Centres and volunteering hubs* in WA that work together in serving the community and providing local expertise.

Regional

- Albany & Regional Volunteer Service
- Broome Volunteer Resource Centre & Kimberley Hub
- Busselton-Dunsborough Volunteers
- Esperance Volunteer Resource Centre
- Geraldton/ Centacare Volunteer Services
- Kalgoorlie Boulder Volunteer Centre
- Manjimup Community Resource Centre Inc
- Nannup Volunteer Resource Centre
- Peel Volunteer Resource Centre
- Volunteer South West

Perth and surrounds

- Armadale Volunteer Services
- Bassendean Volunteer Resource/Referral Centre
- Belmont Volunteer Resource Centre
- Cockburn Volunteer Resource Centre
- City of Fremantle Volunteering Development Program
- Joondalup Volunteer Centre
- Kwinana Volunteer Resource Centre
- Melville Volunteer Resource Centre
- Murdoch Volunteer Hub*
- Rockingham Volunteer Centre
- Swan Volunteer Resource Centre
- UWA Guild Volunteering*

Tertiary Community Engagement Committee

Volunteering WA convenes the Tertiary Community Engagement Committee, which aims to share good practice in student volunteer management as well as ideas for promoting tertiary volunteering on and off campus. Volunteering WA meets with the Committee monthly to share ideas, discuss trends and develop joint projects, including the annual Inter-university volunteering

challenge for National Student Volunteer Week with 50 students from four universities participating in 2021.

- UWA Guild Volunteering
- Curtin Volunteers!
- ECU Volunteering
- Murdoch Guild Volunteering
- Notre Dame Volunteer Network
- TAFE

CEON

A network of CEOs from volunteering peak bodies across Australia that comes together to collaborate and capitalise on collective resources, knowledge and capabilities.

Volunteering Peak Bodies



A society in which everyone is inspired to make a difference



YVolunteer Pathway to job readiness

The Volunteering as a Pathway to Job Readiness project has hit the ground running with a brand new online platform - YVolunteer. The site features a CV builder, online modules, inspiring stories and a wide range of opportunities suited for people aged 15-24.

This program is made possible with thanks to support from the Department of Communities, and with additional funding from Lotterywest YVolunteer was expanded to Volunteer South West and the Peel Volunteer Resource Centre. The program guides organisations in becoming more 'youth ready', and refers young people to suitable volunteer roles.

Since launching in March 2022,



1,815 young people have accessed the 'Getting Ready' Modules



267 people have accessed the CV Builder resource

Volunteering WA delivered three workshops on attracting and retaining young volunteers to organisations.



There were a number of take-aways, of which understanding targeted recruitment; understanding youth motivations for volunteering; keeping youth engaged (retention); preparing to engage youth - have a strategy, a plan for engaging and retaining youth. They may not be around for a long time, but they will give more than you can ask for if you have the right tools and motivations to engage them".

Youth workshop feedback.





UWA Guild Volunteering

UWA Guild Volunteering is a joint venture between Volunteering WA and the UWA Student Guild and is the central service for volunteer engagement across the entire university. This year they partnered with over 340 organisations and presented over 586 volunteering opportunities across 14 areas of interest. Despite COVID-19 restrictions, over 1,600 UWA students volunteered, logging over 40,000 hours.

Guild Volunteering ran another successful Winter Holidays program collaborating with 18 local non-profits clocking up 759 volunteering hours. Student volunteers delivered a popular 24 Day of Giving program in the lead up to Christmas which included a festive line up of opportunities for students such as gift wrapping for Little Things for Tiny Tots and cooking for families at Ronald MacDonal House.

The student-led National Student Volunteer Week Committee delivered an impactful and engaging week which included a Volunteering Fest on campus with 3 Micro Volunteering activities, Inter-Uni Beach Challenge, a virtual volunteering session, 4

excursions and the Student's 4 Change virtual panel.

ODay 2022 was a huge event for UWA Guild Volunteering with their Ambassadors speaking to hundreds of new students about volunteering. In the lead up to ODAY they worked with Good Sammy to set up a pop-up Op Shop on campus. The Guild hosted the grand opening of the Op Shop on Oday to hundreds of eager UWA students thus providing Good Sammy with an opportunity to engage with new audiences.

Over the past year, UWA Guild Volunteering partnered with ASeTTS to Building Bridges, a youth leadership development initiative designed to support young people between the ages of 12- 18 who are from various refugee communities

and/or are survivors of torture and trauma. They recruited 16 UWA students to help run 4 Leadership Days on Campus based topics such as mental wellbeing and goal setting.

With COVID-19 restrictions easing over the last year, the Guild had the opportunity to look at re-aligning the goals of in-house programs to help maximize impact for students and the community. To aid in this transition, UWA Volunteering ran a mid-year Program Strategy workshop with WAUC which encouraged their student leaders to Look at their volunteering program critically and identify areas of improvement, brainstorm and develop ideas to tackle identified improvement areas and put creative ideas into a strategic action plan.



FINANCIAL REPORT 2022

The Volunteering WA audited Financial Report for the 2021/22 financial year is presented here: www.volunteeringwa.org.au/about/key-documents

Volunteering WA continues to be in a strong financial position with healthy cash reserves, manageable liabilities and reasonable surpluses to ensure future financial viability. For the 2021/22 financial year a strong surplus of \$678,365 was achieved as the organisation expanded across a breadth of diverse programs. Half of the surplus was attributed to the expanding Corporate Volunteering program which now supports more than 10 corporate partners and 65 not-for-profit organisations across a variety of sectors. A further third of the surplus related to income from government grants and corporate sponsorship applied to capital costs for development of IT systems to support volunteer involving organisations.

REVENUE & EXPENDITURE

Revenue increased by 34% compared to the previous financial year with several new funding streams commencing as well as a number of one-off projects. This included new initiatives funded by

the federal government to support vulnerable priority groups through the Volunteer Management Activity (VMA) and Residential Aged Care Facilities (RACF) programs. Short term funding opportunities have allowed the development of IT systems to strengthen the volunteer sector. In addition, there has been continued growth in the Corporate Volunteering area with the expansion of existing programs as well as new partners. Diversity of our income streams across a variety of government departments and jurisdictions, corporate partners and member organisations continues to strengthen our funding base.

Expenditure increased in line with revenue by 31%, with direct program costs (not including staffing) and outgoing grants to Western Australian volunteer involving organisations representing the majority of the overall increase. Volunteering WA is a service based organisation and 49% of expenditure relates to staffing, reduced from 63% in the previous year. Continued prudent management of administration and operating costs have reduced these expenses to only 6.7% of revenue.

AUDIT GOVERNANCE

Volunteering WA engages Hall Chadwick as an external auditor to independently review its financial systems and reporting and to uphold the integrity of the reporting process.

NOT FOR PROFIT STATUS

Volunteering WA operates as a not-for-profit incorporated association with status as a Public Benevolent Institution.

FINANCE, AUDIT AND RISK COMMITTEE

Members of this Committee are appointed by the Board on an honorary basis and meet 5 times per year.

Elizabeth Hewton
(Chair), Vice President Treasury, Woodside

Justine Colyer
CEO, RISE

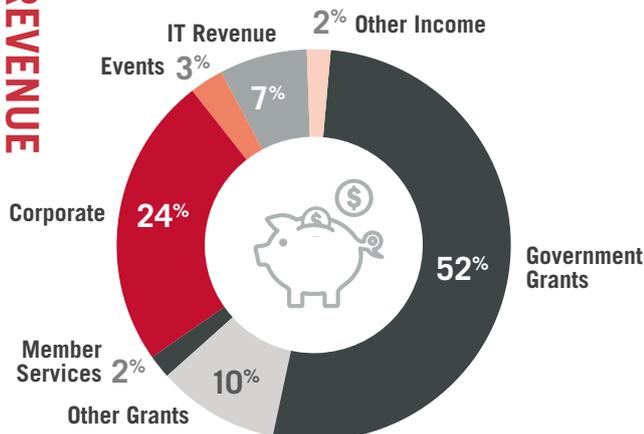
Pat Scally
CEO, Bluezoo

Belinda Salvoni
Place Manager City of Bayswater

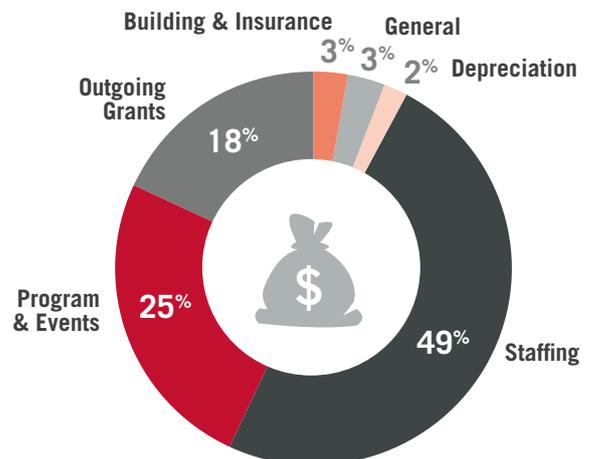
Andrea Cole
Executive Manager Finance and HR, Volunteering WA

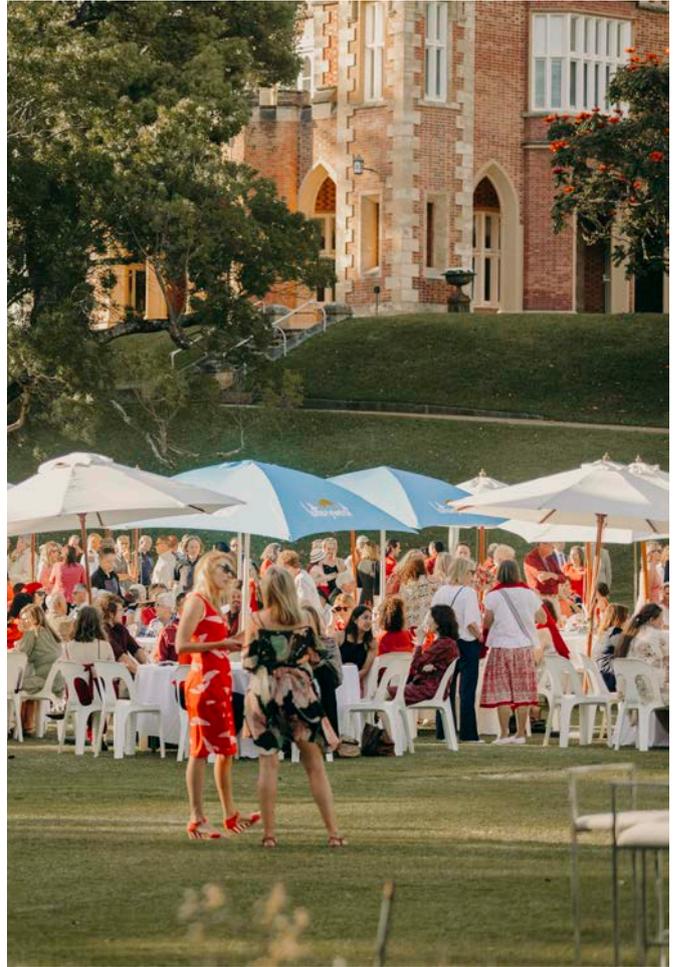
Tina Williams
CEO, Volunteering WA

REVENUE



EXPENDITURE







Level 1, 3 Loftus Street
West Leederville WA 6007

ABN: 24 028 468 144

Ph 9482 4333

info@volunteeringwa.org.au

volunteeringwa.org.au



volunteeringWA